

Ideation Phase

Define the Problem Statements

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|---------------|------------------------------------|
| Date | 26 September 2022 |
| Team ID | PNT2022TMID31589 |
| Project Name | Project - Plasma Donor Application |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

| | | |
|----------------------------|---|---|
| I am | Describe customer with 3-4 key characteristics - <i>who are they?</i> | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" the care about - <i>what are they trying to achieve?</i> | List the thing they are trying to achieve here |
| but | Describe what problems or barriers stand in the way - <i>what bothers them most?</i> | Describe the problems or barriers that get in the way here |
| because | Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i> | Describe the reason the problems or barriers exist |
| which makes me feel | Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i> | Describe the emotions the result from experiencing the problems or barriers |

Example: Plasma Donor Application

PROBLEM STATEMENT:

Plasma is the liquid component of blood and makes up 55% of the total blood volume. It is important for maintaining body functions. Plasma donation replaces lost blood and plasma in the body when a large amount of blood is lost due to surgery, accident, or immunodeficiency. During the COVID-19 crisis, the need for plasma became a higher priority and the number of donors decreased. A productive measure can be made to help the needy by saving donor information and keeping up-to-date donor lists. With this issue in mind, an application has been built to collect and store donor data and provide information on demand.



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|-----------------|------------------------|--------------------------------|--|---------------------|
| PS-1 | a donor | donate plasma | I do not know the procedure | I am unaware of plasma donation | upset |
| PS-2 | a recipient | get plasma transfusion | I am unable to find the donors | I am unaware of the availability of plasma and its donor | distressed |